

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 04430 031254Z

43

ACTION EUR-06

INFO OCT-01 ISO-00 EB-06 DRC-01 RSC-01 /015 W

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P R 031140Z OCT 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3034

UNCLAS STOCKHOLM 4430

FOR BIC/OIM/SAD:CEJOHNSON

E.O. 11652 N/A

TAGS: BTRA, SW

SUBJECT: COMMERCIAL INVITATION: DEPARTMENT STORE BUYERS FOR NK
IN-STORE PROMOTION

REF: 1) STOCKHOLM 2052; 2) STOCKHOLM 3368; 3) STOCKHOLM A-243
4) USDOC 13200.

1. WE HAVE TODAY ISSUED COMMERCIAL INVITATIONS TO MSSRS. ULF WAHLBERG, ULF SODERBERG, CURT HOLLQVIST, AND ALLAN BEXELIUS, AB NORDISKA KOMPANIET (NK) CONNECTION FY '75 IN-STORE PROMOTION.
2. MESSRS. WAHLBERG, SODERBERG, AND HOLLQVIST NEW YORK NOVEMBER 4-15 (WALDORF-ASTORIA) INTERESTED IN HOME FURNISHINGS: FURNITURE, UPHOLSTERY FABRICS, TRIMMINGS, CURTAINS, PLASTIC ARTICLES FOR HOME, BATHROOM AND KITCHEN USE.
3. MR. BEXELIUS NEW YORK NOVEMBER 4 - 11 (NEW YORK HILTON) INTERESTED IN SPORTING GOODS.
4. COPIES COMMERCIAL INVITATION SENT DIRECT INTERNATIONAL AIRMAIL TO COMMERCE DISTRICT OFFICE. WOULD APPRECIATE YOUR INFORMING DISTRICT OFFICE DIRECTOR OF REQUEST POST HAS RECEIVED FROM NK BUYERS TO HAVE INTERESTED US SUPPLIERS CALL ON THEM IN ORDER TO MAXIMIZE THEIR EXPOSURE AND FACILITATE THEIR SCHEDULE.
5. NO OBJECTION PUBLICITY.
STRAUSZ-HUPE

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005